

**APPLICATION  
OF BIOGEOGRAPHICAL DATA OF FROGS  
TO PRIORITIZE CONSERVATION AREAS IN BORNEO**

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**INTRODUCTION**

Prioritization of conservation areas is an important aspect of conservation biology to enhance biodiversity conservation. With the increase in threats to biodiversity and environment, prioritization of conservation areas has become crucial as it reviews areas with the best representation of biodiversity so that conservation efforts can be targeted. Feasibility and effectiveness of conservation translate to saving of time, money, personnel and most importantly, the limited natural resources. Prioritization of conservation areas requires four components: analytical tool, biodiversity value, selected organism and selected site.

Prioritization of conservation areas needs an analytical tool that is fast and able to handle large biogeographical data sets. WORLDMAP program (version IV), which was used for this research, appears to have the capacity to fulfill the criteria. WORLDMAP is a PC-based and tailor-made analytical tool to map biodiversity and allows users to directly update the data (Williams, 1994). It uses a 15' X 15' grid cell system as its smallest representation unit for